

AGILAN SIVAKUMARAN

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SUMMARY

Marketing technologist with 10+ years driving global growth and building data-driven GTM systems. Combines marketing strategy with analytics, marketing automation, and AI tools (Python, LLMs) to improve targeting, lead quality, and conversion. Focused on translating data into actionable insights and scalable workflows.

SKILLS

- **Analytics:** GA4, Adobe Analytics, Adobe Target & Launch, Tableau, Excel, SQL, ETL/ELT pipelines, A/B Testing, KPI Optimization (CPA, CPC, CPM, LTV)
- **Marketing:** SEO, SEM, Paid Social, Email, Content, Lead Generation, Conversion Optimization
- **Tools:** HubSpot, Salesforce, CMS/CRM, WordPress, HTML/CSS, Python, BigQuery, Snowflake, AWS, GCP, n8n, APIs, RAG, Airflow, LLMs (ChatGPT, Claude), AI Agents, Automation, Figma
- **Leadership:** Agile PM, \$5M+ Budgeting, Cross-functional Teams, Agency & Vendor Management

PROFESSIONAL EXPERIENCE – Portfolio: www.agilan.online

St. Michael's Hospital (University of Toronto, CAMH) Oct 2025 – Jan 2026

AI Researcher (Volunteer - Data Analytics / Machine Learning) | Toronto, ON

- Developed a predictive model using large-scale population data (n=45,000+) to identify behavioral risk patterns, enabling data-driven segmentation and stratification across population groups.
- Designed and evaluated multiple models (Logistic Regression, Random Forest, XGBoost), achieving strong performance (AUC ~0.93–0.94) through iterative testing and optimization.
- Built reproducible data and ML workflows for ingestion, transformation, modeling, and evaluation.
- Translated complex analytical findings into actionable insights, identifying key drivers associated with behavioral and mental health risk factors across population segments.
- Co-authored ML research manuscript submitted to a leading medical informatics journal (JAMIA).

Pharmacy.ca May 2024 – Oct 2024

Director of Digital Marketing | Toronto, ON

- Grew organic traffic +40%, improved domain authority +25%, and increased local search visibility +30% through SEO, content optimization, and technical improvements.
- Achieved 3x ROAS and 300% CTR lift across Google & Meta campaigns; reduced landing page bounce rate by ~50% via UX/UI and conversion funnel optimization.
- Built and automated GTM workflows in HubSpot, including lead segmentation, scoring, pipeline tracking, and AI-assisted content and compliance workflows.

Doohickey Inc. Jul 2017 – Feb 2025

Senior Digital Strategist | Toronto, ON

- Directed multi-channel marketing campaigns (SEO, PPC, email, social), increasing organic traffic 35% and domain authority 21%.
- Drove global GTM strategies in 40+ countries, improving engagement 32% & adoption 35%.
- Built lifecycle data tracking systems using GA4, Adobe Analytics, and SQL, boosting retention 22%.
- Designed and optimized UX/UI for web and app products, improving conversions 15%.
- Led cross-functional design, development & marketing teams, accelerating launch cycles 30%.
- Used AI-driven analytics and CRM segmentation to improve targeting and optimize conversions.

OnePlus

Jun 2015 – Jun 2017

Senior Marketing Manager, Global Brand | Shenzhen, China

- Led global launches of the OnePlus 2, X, and 3 in 42+ countries, including leveraging VR apps, partnerships, and pop-ups to increase market penetration 35% and first-month sales 27%.
- Directed partnerships with Razer, DJI, Hasselblad, Microsoft, Uber, and top influencers, boosting product visibility 21%, ecosystem engagement 38%, and YoY brand awareness 12%.
- Organized global VR and pop-up campaigns reaching 40M+ video views and 1.8M pre-orders.
- Drove regional market expansion with O2, Elisa, 3 Denmark, generating 35% sales growth.
- Managed cross-functional marketing, product & web launch teams, improving efficiency 20%.
- Boosted community engagement via social activations and events, increasing participation 30%.
- Built automation workflows to streamline reporting pipelines and decision-making.

Multi-Media Publications Inc.

Jun 2013 – May 2015

Marketing Manager | Oshawa, ON

- Led 31+ product launches with full promotional plans, increasing conversions 30% and sales 15%.
- Boosted social presence 40% & led webinars/events for 200+ attendees, 90% positive feedback.
- Managed contracts with CIBC, CMPA, IBM, SilverBlaze, and PMI, boosting retention 20%.
- Partnered with universities (Canada, US, UK) for PM certifications, boosting enrollment 34%.
- Acquired new business contracts totaling \$120K through events, networking, and tender services.

Project Management Association of Canada

Jun 2012 – Jun 2013

Marketing Specialist | Toronto, ON

- Grew social audience 45% and improved email engagement 23% through targeted campaigns.

EDUCATION & CERTIFICATIONS

Durham College

Jan 2025 – Aug 2025

- Graduate Certificate in Artificial Intelligence Analysis, Design, and Implementation (Applied analytics, experimentation, and predictive modeling for marketing and business decisions)

Trent University

Sep 2007 – Apr 2012

- Honours Bachelor of Business Administration (Obtained a Minor in Information Systems)

Project Management Association of Canada

Sep 2012 - Oct 2012

- Certified Agile Project Manager (Cert.APM)